

EDUCATION



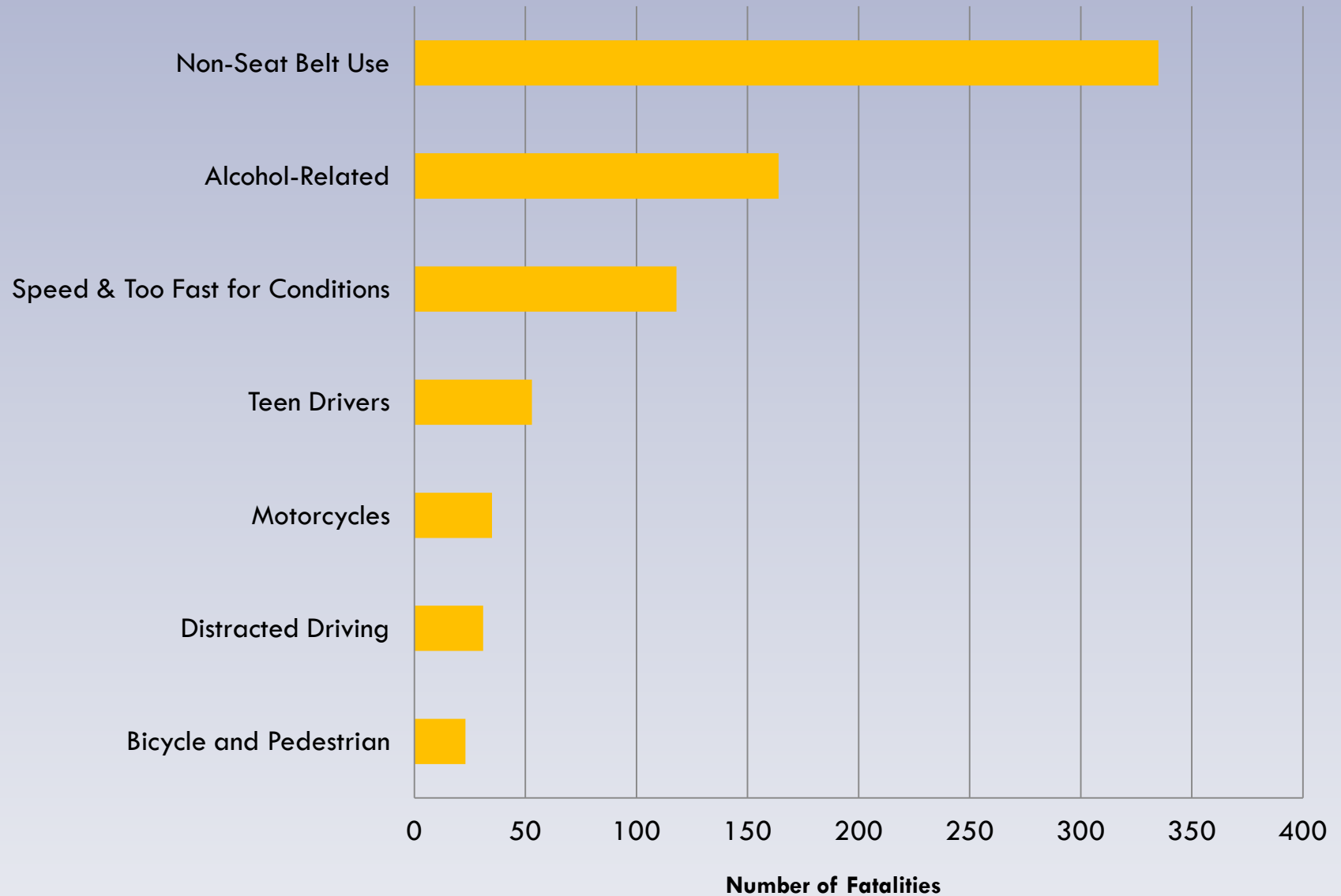
Traffic Safety Programs

- Funds through NHTSA (National Highway Traffic Safety Administration)
- Annual Highway Safety Plan (HSP)
 - ▣ Outlines traffic safety intervention for funding during the fiscal year.
- North Dakota receives about \$4.5 million in new NHTSA funds annually to support traffic safety grant programs.

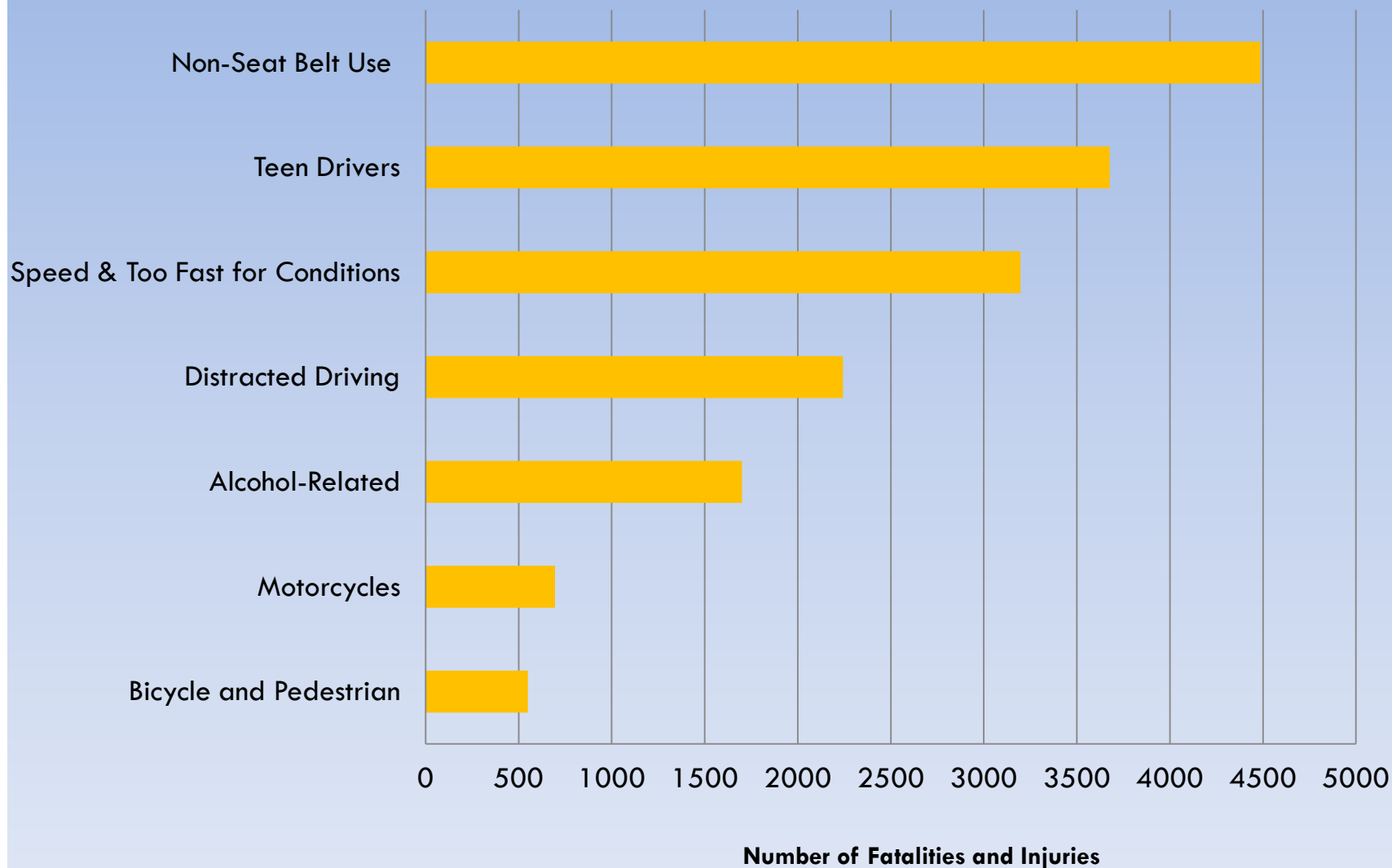


Problem Identification

Fatalities, 2008-2010



Fatalities and Injuries, 2008-2010



2012 HSP – Funded Programs

Funded Programs

- Program Administration
- Law Enforcement
 - Overtime grants for occupant protection and impaired driving enforcement
 - Equipment grants (radar, in-car surveillance units)
 - Incentive Programs to recognize those who have excelled in traffic safety enforcement and education in their communities

Funded Programs (cont.)

□ Education

- ▣ Child Passenger Safety Program (ND Dept. of Health)
- ▣ ND Motorcycle Safety Program (ABATE of North Dakota)

▣ Outreach

- North Dakota Assn. of Counties
- Tribes
- Teens
- Other Partners

▣ Media Campaigns

- Impaired Driving (Enforcement and Non-Enforcement)
- Occupant Protection (Enforcement and Non-Enforcement)
- Teens
- Distracted Driving

Media Campaigns

- Sky Diving Ad